

# ORDER



WCOV-TV

**Orders**  
**Order / Rev:** 31758  
**Alt Order #:** 27684370  
**Product Desc:** 2022  
**Estimate:** 14154 POLITICAL ISSUE  
**Flight Dates:** 03/02/22 - 03/08/22  
**Original Date / Rev:** 03/01/22 / 03/01/22  
**Order Type:** GENERAL

**Primary AE:** Jenna Nubar  
**Sales Office:** WASH  
**Sales Region:** NAT

**Agency Name:** Red Eagle Media Group  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Political - Alabama Conservative Func  
**Demographic:** A35+  
**Product Codes:** PL2  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS  
**Priority:** L-4

**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 02/28/22   | 03/08/22 | 26      | \$2,565.00   | \$2,180.25 |

**Totals**

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
|---------------|-----------|-------------------|-------------------|-------------|
| March 2022    | 26        | \$2,565.00        | \$2,180.25        | 0.00        |
| <b>Totals</b> | <b>26</b> | <b>\$2,565.00</b> | <b>\$2,180.25</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jenna Nubar       |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|         | Share | Total       |
|---------|-------|-------------|
| WCOV-TV | 5%    | \$2,565.00  |
| Market  | 100%  | \$51,300.00 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| UNKWN | 95%   | \$48,735.00 |
| WAKA  | 0%    | \$0.00      |
| WNCF  | 0%    | \$0.00      |
| WSFA  | 0%    | \$0.00      |

| Ln  | Ch    | Start             | End             | Inventory Code                             | Break | Start/End Time    | Days    | Len         | Spots | Rate          | Pri | Rtg  | Type | Spots | Amount  |
|-----|-------|-------------------|-----------------|--|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------|---------|
| N 1 | WCOV  | 03/02/22          | 03/02/22        | M-F 6a-7a The Score<br>M-F 6a-7a The Score | CM    | 6a-7a             | --W---- | :30         | 1     | \$75.00       | L-3 | 0.00 | NM   | 1     | \$75.00 |
|     |       |                   |                 | The Score (local sports show)              |       |                   |         |             |       |               |     |      |      |       |         |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |         |
|     | Week: | 02/28/22          | 03/06/22        | --W----                                    |       | 1                 |         | \$75.00     |       | 0.00          |     |      |      |       |         |
| N 2 | WCOV  | 03/03/22          | 03/03/22        | M-F 6a-7a The Score<br>M-F 6a-7a The Score | CM    | 6a-7a             | ---T--- | :30         | 1     | \$75.00       | L-3 | 0.00 | NM   | 1     | \$75.00 |
|     |       |                   |                 | The Score (local sports show)              |       |                   |         |             |       |               |     |      |      |       |         |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |         |
|     | Week: | 02/28/22          | 03/06/22        | ---T---                                    |       | 1                 |         | \$75.00     |       | 0.00          |     |      |      |       |         |
| N 3 | WCOV  | 03/04/22          | 03/04/22        |  | CM    | 6a-7a             | ----F-- | :30         | 1     | \$75.00       | L-3 | 0.00 | NM   | 1     | \$75.00 |

Order / Rev: 31758  
 Alt Order #: 27684370  
 Flight Dates: 03/02/22 - 03/08/22

Advertiser: Political - Alabama Conservative Fund  
 Product Desc: 2022  
 Estimate: 14154 POLITICAL ISSUE

WCOV-TV

| Ln   | Ch   | Start             | End             | Inventory Code  | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount   |
|------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|----------|
| N 4  | WCOV | 03/07/22          | 03/07/22        | M-F 6a-7a The Score<br>M-F 6a-7a The Score<br>The Score (local sports show) | CM    | 6a-7a          | M-----  | :30 | 1                 | \$75.00     | L-3 | 0.00          | NM   | 1     | \$75.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|      |      | Week: 02/28/22    | 03/06/22        | ----F--   |       |                |         |     | 1                 | \$75.00     |     | 0.00          |      |       |          |
| N 5  | WCOV | 03/08/22          | 03/08/22        | M-F 6a-7a The Score<br>M-F 6a-7a The Score<br>The Score (local sports show) | CM    | 6a-7a          | -T----- | :30 | 1                 | \$75.00     | L-3 | 0.00          | NM   | 1     | \$75.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|      |      | Week: 03/07/22    | 03/13/22        | M-----  |       |                |         |     | 1                 | \$75.00     |     | 0.00          |      |       |          |
| N 6  | WCOV | 03/05/22          | 03/05/22        | Auburn Basketball Evryd<br>Auburn Basketball Everyda                        | CM    | Various        | -----S- | :30 | 1                 | \$25.00     | L-4 | 0.00          | NM   | 1     | \$25.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|      |      | Week: 02/28/22    | 03/06/22        | -----S-   |       |                |         |     | 1                 | \$25.00     |     | 0.00          |      |       |          |
| N 7  | WCOV | 03/06/22          | 03/06/22        | Su 10a-11a<br>Fox News Sunday   | CM    | 10a-11a        | -----S  | :30 | 1                 | \$15.00     | L-4 | 0.00          | NM   | 1     | \$15.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|      |      | Week: 02/28/22    | 03/06/22        | -----S  |       |                |         |     | 1                 | \$15.00     |     | 0.00          |      |       |          |
| N 8  | WCOV | 03/02/22          | 03/02/22        | M-F 9p-935p Late News<br>M-F 9p-935p Late News<br>Wcov 9 O'Clock Local News | CM    | 9p-935p        | --W---- | :30 | 1                 | \$150.00    | L-3 | 0.00          | NM   | 1     | \$150.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|      |      | Week: 02/28/22    | 03/06/22        | --W----   |       |                |         |     | 1                 | \$150.00    |     | 0.00          |      |       |          |
| N 9  | WCOV | 03/03/22          | 03/03/22        | M-F 9p-935p Late News<br>M-F 9p-935p Late News<br>Wcov 9 O'Clock Local News | CM    | 9p-935p        | ---T--- | :30 | 1                 | \$150.00    | L-3 | 0.00          | NM   | 1     | \$150.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|      |      | Week: 02/28/22    | 03/06/22        | ---T---   |       |                |         |     | 1                 | \$150.00    |     | 0.00          |      |       |          |
| N 10 | WCOV | 03/04/22          | 03/04/22        | M-F 9p-935p Late News<br>M-F 9p-935p Late News<br>Wcov 9 O'Clock Local News | CM    | 9p-935p        | ----F-- | :30 | 1                 | \$150.00    | L-3 | 0.00          | NM   | 1     | \$150.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|      |      | Week: 02/28/22    | 03/06/22        | ----F--   |       |                |         |     | 1                 | \$150.00    |     | 0.00          |      |       |          |
| N 11 | WCOV | 03/07/22          | 03/07/22        | M-F 9p-935p Late News<br>M-F 9p-935p Late News<br>Wcov 9 O'Clock Local News | CM    | 9p-935p        | M-----  | :30 | 1                 | \$150.00    | L-3 | 0.00          | NM   | 1     | \$150.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|      |      | Week: 03/07/22    | 03/13/22        | M-----  |       |                |         |     | 1                 | \$150.00    |     | 0.00          |      |       |          |
| N 12 | WCOV | 03/08/22          | 03/08/22        | M-F 9p-935p Late News<br>M-F 9p-935p Late News<br>Wcov 9 O'Clock Local News | CM    | 9p-935p        | -T----- | :30 | 1                 | \$150.00    | L-3 | 0.00          | NM   | 1     | \$150.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|      |      | Week: 03/07/22    | 03/13/22        | -T-----   |       |                |         |     | 1                 | \$150.00    |     | 0.00          |      |       |          |
| N 13 | WCOV | 03/05/22          | 03/05/22        | Sat 9-930p Late News<br>Sat 9p-930p Late News<br>Fox News @ 9               | CM    | 9p-930p        | -----S- | :30 | 1                 | \$100.00    | L-3 | 0.00          | NM   | 1     | \$100.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|      |      | Week: 02/28/22    | 03/06/22        | -----S-   |       |                |         |     | 1                 | \$100.00    |     | 0.00          |      |       |          |
| N 14 | WCOV | 03/06/22          | 03/06/22        | Sun 9-930p Late News<br>Sun 9p-930p Late News<br>Fox News @ 9               | CM    | 9p-930p        | -----S  | :30 | 1                 | \$150.00    | L-3 | 0.00          | NM   | 1     | \$150.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|      |      | Week: 02/28/22    | 03/06/22        | -----S  |       |                |         |     | 1                 | \$150.00    |     | 0.00          |      |       |          |
| N 15 | WCOV | 03/02/22          | 03/02/22        |   | CM    | 935p-1005p     | --W---- | :30 | 1                 | \$50.00     | L-4 | 0.00          | NM   | 1     | \$50.00  |

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**WCOV-TV**

| Ln    | Ch   | Start             | End             | Inventory Code                        | Break             | Start/End Time                           | Days          | Len | Spots | Rate     | Pri | Rtg  | Type   | Spots | Amount     |
|-------|------|-------------------|-----------------|---------------------------------------|-------------------|--|---------------|-----|-------|----------|-----|------|--------|-------|------------|
|       |      |                   |                 | M-F 935p-1005p<br>M-F 935p-1005p Andy |                   |  |               |     |       |          |     |      |        |       |            |
|       |      |                   |                 | Andy Griffith                         |                   |  |               |     |       |          |     |      |        |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> | <u>Rate</u>                              | <u>Rating</u> |     |       |          |     |      |        |       |            |
| Week: |      | 02/28/22          | 03/06/22        | --W----                               | 1                 | \$50.00                                  | 0.00          |     |       |          |     |      |        |       |            |
| N 16  | WCOV | 03/03/22          | 03/03/22        | M-F 935p-1005p<br>M-F 935p-1005p Andy | CM                | 935p-1005p                               | ---T---       | :30 | 1     | \$50.00  | L-4 | 0.00 | NM     | 1     | \$50.00    |
|       |      |                   |                 | Andy Griffith                         |                   |  |               |     |       |          |     |      |        |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> | <u>Rate</u>                              | <u>Rating</u> |     |       |          |     |      |        |       |            |
| Week: |      | 02/28/22          | 03/06/22        | ---T---                               | 1                 | \$50.00                                  | 0.00          |     |       |          |     |      |        |       |            |
| N 17  | WCOV | 03/04/22          | 03/04/22        | M-F 935p-1005p<br>M-F 935p-1005p Andy | CM                | 935p-1005p                               | ----F--       | :30 | 1     | \$50.00  | L-4 | 0.00 | NM     | 1     | \$50.00    |
|       |      |                   |                 | Andy Griffith                         |                   |  |               |     |       |          |     |      |        |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> | <u>Rate</u>                              | <u>Rating</u> |     |       |          |     |      |        |       |            |
| Week: |      | 02/28/22          | 03/06/22        | ----F--                               | 1                 | \$50.00                                  | 0.00          |     |       |          |     |      |        |       |            |
| N 18  | WCOV | 03/07/22          | 03/07/22        | M-F 935p-1005p<br>M-F 935p-1005p Andy | CM                | 935p-1005p                               | M-----        | :30 | 1     | \$50.00  | L-4 | 0.00 | NM     | 1     | \$50.00    |
|       |      |                   |                 | Andy Griffith                         |                   |  |               |     |       |          |     |      |        |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> | <u>Rate</u>                              | <u>Rating</u> |     |       |          |     |      |        |       |            |
| Week: |      | 03/07/22          | 03/13/22        | M-----                                | 1                 | \$50.00                                  | 0.00          |     |       |          |     |      |        |       |            |
| N 19  | WCOV | 03/08/22          | 03/08/22        | M-F 935p-1005p<br>M-F 935p-1005p Andy | CM                | 935p-1005p                               | -T-----       | :30 | 1     | \$50.00  | L-4 | 0.00 | NM     | 1     | \$50.00    |
|       |      |                   |                 | Andy Griffith                         |                   |  |               |     |       |          |     |      |        |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> | <u>Rate</u>                              | <u>Rating</u> |     |       |          |     |      |        |       |            |
| Week: |      | 03/07/22          | 03/13/22        | -T-----                               | 1                 | \$50.00                                  | 0.00          |     |       |          |     |      |        |       |            |
| N 20  | WCOV | 03/02/22          | 03/02/22        | M-F 1005p-1105p<br>M-F 1005p-1105p    | CM                | 10:05 PM-10:35 PM<br>(10:05 PM-10:35 PM) | --W----       | :30 | 1     | \$20.00  | L-4 | 0.00 | NM     | 1     | \$20.00    |
|       |      |                   |                 | Andy Griffith                         |                   |  |               |     |       |          |     |      |        |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> | <u>Rate</u>                              | <u>Rating</u> |     |       |          |     |      |        |       |            |
| Week: |      | 02/28/22          | 03/06/22        | --W----                               | 1                 | \$20.00                                  | 0.00          |     |       |          |     |      |        |       |            |
| N 21  | WCOV | 03/03/22          | 03/03/22        | M-F 1005p-1105p<br>M-F 1005p-1105p    | CM                | 10:05 PM-10:35 PM<br>(10:05 PM-10:35 PM) | ---T---       | :30 | 1     | \$20.00  | L-4 | 0.00 | NM     | 1     | \$20.00    |
|       |      |                   |                 | Andy Griffith                         |                   |  |               |     |       |          |     |      |        |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> | <u>Rate</u>                              | <u>Rating</u> |     |       |          |     |      |        |       |            |
| Week: |      | 02/28/22          | 03/06/22        | ---T---                               | 1                 | \$20.00                                  | 0.00          |     |       |          |     |      |        |       |            |
| N 22  | WCOV | 03/04/22          | 03/04/22        | M-F 1005p-1105p<br>M-F 1005p-1105p    | CM                | 10:05 PM-10:35 PM<br>(10:05 PM-10:35 PM) | ----F--       | :30 | 1     | \$20.00  | L-4 | 0.00 | NM     | 1     | \$20.00    |
|       |      |                   |                 | Andy Griffith                         |                   |  |               |     |       |          |     |      |        |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> | <u>Rate</u>                              | <u>Rating</u> |     |       |          |     |      |        |       |            |
| Week: |      | 02/28/22          | 03/06/22        | ----F--                               | 1                 | \$20.00                                  | 0.00          |     |       |          |     |      |        |       |            |
| N 23  | WCOV | 03/07/22          | 03/07/22        | M-F 1005p-1105p<br>M-F 1005p-1105p    | CM                | 10:05 PM-10:35 PM<br>(10:05 PM-10:35 PM) | M-----        | :30 | 1     | \$20.00  | L-3 | 0.00 | NM     | 1     | \$20.00    |
|       |      |                   |                 | Andy Griffith                         |                   |  |               |     |       |          |     |      |        |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> | <u>Rate</u>                              | <u>Rating</u> |     |       |          |     |      |        |       |            |
| Week: |      | 03/07/22          | 03/13/22        | M-----                                | 1                 | \$20.00                                  | 0.00          |     |       |          |     |      |        |       |            |
| N 24  | WCOV | 03/08/22          | 03/08/22        | M-F 1005p-1105p<br>M-F 1005p-1105p    | CM                | 10:05 PM-10:35 PM<br>(10:05 PM-10:35 PM) | -T-----       | :30 | 1     | \$20.00  | L-4 | 0.00 | NM     | 1     | \$20.00    |
|       |      |                   |                 | Andy Griffith                         |                   |  |               |     |       |          |     |      |        |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> | <u>Rate</u>                              | <u>Rating</u> |     |       |          |     |      |        |       |            |
| Week: |      | 03/07/22          | 03/13/22        | -T-----                               | 1                 | \$20.00                                  | 0.00          |     |       |          |     |      |        |       |            |
| N 25  | WCOV | 03/06/22          | 03/06/22        | Nascar Race<br>Nascar Race            | CM                | Various                                  | -----S        | :30 | 2     | \$400.00 | L-4 | 0.00 | NM     | 2     | \$800.00   |
|       |      |                   |                 | NASCAR Cup-Las Vegas                  |                   |  |               |     |       |          |     |      |        |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> | <u>Rate</u>                              | <u>Rating</u> |     |       |          |     |      |        |       |            |
| Week: |      | 02/28/22          | 03/06/22        | -----S                                | 2                 | \$400.00                                 | 0.00          |     |       |          |     |      |        |       |            |
|       |      |                   |                 |                                       |                   |  |               |     |       |          |     |      | Totals | 26    | \$2,565.00 |